

Personal computer networks: an executive briefing from the pioneers.

Ever think about what would happen if you put a personal computer on the desk of every key person in your organization? And then connected those computers so they could share the same data?

At Nestar, we did more than think about it. Since 1979, we've been shipping products that do it: The PLAN Series™ of local area networks for IBM and Apple personal computers.

Now, we've written an informational booklet for executives that explains the key economic, philosophical, and technical issues surrounding personal computers and local area networks... in non-technical language. You can get one by returning the coupon below, or simply calling us.

Economies of Scale

There are sound economic reasons why your corporation should look into our Personal Local Area Network (PLAN) concept. To begin with, our PLAN Series allows a group of people to share expensive hardware: mass data storage units (Winchester hard disks), high-speed and letter-quality printers, modems for communication over telephone lines, and so forth.

In addition, since the PLAN Series is based on personal computers, your people can use personal computer software, which is very inexpensive in comparison to the software available for large computers. For example, well known spreadsheet programs retail for around \$250. Comparable programs for the IBM 4300 minicomputer cost over ten times as much. The reason, of course, is economies of scale—the "scale" this time being the booming personal computer marketplace.

The Culture of Sharing

Beyond the obvious economic benefits, there is another powerful reason for making the PLAN Series part of your corporate culture: the sharing of information. In today's information economy, knowledge can have enormous value. The PLAN Series facilitates the circulation of knowledge within organizations.

- PLANs replace the slow, rigid, centralized solution to information problems with a quick, flexible, do-it-yourself approach.

- PLANs give people access to databases in existing mainframe computers (with appropriate security measures, of course).
- PLANs permit data processing and MIS managers to manage and control the boom in personal computers without thwarting individual initiative.

Technical Superiority

All of Nestar's PLAN Series products—the PLAN 4000 for large corporate offices, the PLAN 3000 for medium-sized organizations, and the economical PLAN 2000 for branch offices and other small entities—represent leadership technology in the field of local area networking for personal computers. Our new booklet gives you the background you need to understand that technology. We're happy to explain how it works, because the more you understand, the more likely you are to choose Nestar.

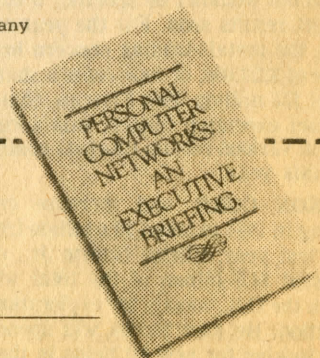
The computer revolution is happening now, and you don't have to be a technocrat to get involved. Take the first step. Return the coupon to Nestar Systems, 2585 East Bayshore Road, Palo Alto, CA 94303, or give us a call at 415/493-2223.

NESTAR SYSTEMS INCORPORATED

Personal Computer Networks



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